

# FLORIDA DEPARTMENT OF TRANSPORTATION

## Brochure Requirements

PLEASE NOTE: YOUR BROCHURES CAN BE REJECTED BY THE DEPARTMENT OF TRANSPORTATION IF THE FOLLOWING GUIDELINES ARE NOT MET

- A. All printed materials and other travel information and related services must promote tourism and furnish information about destinations, attractions, activities, events or points of interest which allow admission to the general public; information must be generally beneficial and informative to Florida visitors concerning Florida points of interest;
- B. All materials or information regarding any kind of lodging must offer overnight accommodations;
- C. There are no references which imply an endorsement by Florida's Turnpike, the Department or Areas USA;
- D. No more than five percent (5%) of the material or information is devoted to informing about or advertising non-Florida destinations, attractions, points of interest, events or activities;
- E. No portion of the material or information shall be devoted to the advertising of land and have home sales, real estate, time-share, including, but not limited to, manufactured homes or membership to recreational areas. References to such firms and addresses and telephone numbers of home and land sales offices may be approved if they are part of a Chamber of Commerce or tourism development council membership listing;
- F. The admission to any destination, attractions, event, activity or point of interest referenced in the material or information is general admission, open to the public at large, and not based on a membership fee or other means of exclusive admission. No statement of soliciting membership should be listed on materials;
- G. The material or information shall not include any permanent living or relocation information for newcomers to the state;
- H. No photocopied material is allowed;
- I. All coupons, rates, prices or discounted offers appearing in material or information must contain an expiration date or state there is no expiration date. Coupons must be honored as printed. If the coupon is not honored, the Operator shall immediately remove the material until the matter is resolved; (KENNEY RECOMMENDS THAT EXPIRATION DATES BE VALID FOR A MINIMUM OF TWO YEARS TO AVOID WASTED PRODUCT.)

### SPECIAL ATTENTION FOR ACCOMMODATIONS

- J. Any advertisement which includes a statement or numbers relating to rates charged at a public lodging establishment renting by the day or week shall include, in letters or figures immediately adjacent to said rate, a statement as to whether the rates quoted are for single or multiple occupancy if such fact affects the rates charged. Any such advertisement shall also include the dates during which such rates are in effect, an indication as to whether there are other rates in effect in the establishment, and, in the event the number of rental units in the establishment at the advertised rate is limited, the advertisement shall include a phone number to verify availability. The advertised rate in each instance may not exceed those filed for such units with the Division of Hotels and Restaurants of the Florida Department of Business and Professional Regulation. For any such advertisement, the type size of the required additional information may not be smaller than one-twelfth of size of the rate figures advertised or equal to the type size used in the body of the advertisement, whichever is larger. The requirements of this paragraph apply to any type of display advertisement, regardless of whether it is printed in a magazine, newspaper, or other similar publication;
- K. No materials must be adjudged to be discriminatory.

**When printing a new brochure we recommend that a proof copy be submitted to Kenney Communications for approval prior to printing.**